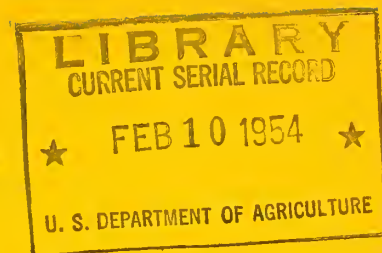


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.941
M3C762
Cop. 2

Consumer PURCHASES OF FRUITS AND JUICES



in December
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.
January 1954

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN DECEMBER 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased the equivalent of about 7,500,000 boxes of oranges during December in the form of fresh oranges, frozen concentrated orange juice, and canned single-strength orange juice. This total was only slightly above that of the corresponding month last year. Compared with a year earlier, purchases of frozen concentrated orange juice were up 8 percent, while those of fresh oranges remained about the same. Purchases of canned single-strength orange juice, however, were down about 15 percent. Prices consumers paid for frozen and canned orange juice averaged considerably higher than in December a year ago. California-Arizona fresh oranges were down about 5 cents a dozen, while Florida fresh oranges were up about 4 cents.

Householders bought about 2,000,000 boxes of fresh grapefruit during December. This total was up more than a fifth from December 1952. Consumers paid an average of 83 cents a dozen for grapefruit during the month, about 5 cents less than a year ago. Purchases of canned single-strength grapefruit juice by households, amounting to 804,000 cases of No. 2 cans, were a little below those of December 1952. However, households paid 27 cents a 46-ounce can for grapefruit juice, which was 3 cents more than was paid in the same month a year ago. Combined purchases of canned grapefruit juice and fresh grapefruit were equivalent to 2,712,000 boxes of fruit, 13 percent more than in December 1952.

Householders' purchases of fresh lemons, lemon juice, and concentrate for lemonade in December 1953 were equal to 315,000 boxes of fresh fruit. This total was up more than a fifth from December a year ago. Householders paid about 47 cents a dozen for fresh lemons in December, up slightly from the same period last year. Prices paid for canned and bottled lemon juice averaged almost 13 cents a 5½-ounce can, up almost 1.5 cents.

Consumer purchases of canned single-strength juices totaled about 6,640,000 cases of No. 2 cans in December, a slight increase over the corresponding month a year ago. Compared with December 1952, prices of all canned citrus juices were up moderately while prices of all other canned single-strength juices, except tomato juice, were up slightly.

FROZEN JUICES AND ADES

Prices consumers paid for frozen concentrated orange juice in December 1953 decreased somewhat from the 2 preceding months to an average of 17.7 cents per 6-ounce can. Prices paid in October averaged 18.6 cents, and in November, 19.1 cents per can (Fig. 4). The level of householders' purchases was practically unchanged, totaling approximately 4,100,000 gallons during the month. Purchases during the month were about 8 percent larger than in December last year, when prices averaged only about 16 cents a can.

About 29 percent of all families said they bought frozen orange juice in December. This was about the same as in November, but an increase over the 26.6 percent that bought frozen juice a year ago. Families buying frozen orange juice purchased an average of 7 of the 6-ounce cans each, almost half a can more than in December last year (Table 2).

Householders bought about 240,000 gallons of frozen concentrated grape juice during December, almost unchanged from the quantities bought in the months preceding. Purchases, however, were about two-fifths larger than in December a year earlier (Table 2). An increase in the proportion of families buying frozen grape juice compared with a year ago was an important factor in the larger volume of purchases. Prices consumers paid for frozen grape juice remained practically unchanged, averaging about 22 cents per 6-ounce can.

During December, household purchases of canned single-strength orangeade were equal to about 290,000 cases of 24 No. 2 cans, down slightly from the preceding month (Fig. 5). No data are available for the corresponding month of the previous year. Prices consumers reported paying for canned orangeade averaged 28.3 cents per 46-ounce can, about a cent per can more than was paid last summer. Nearly 3 percent of the families said they bought canned single-strength orangeade; purchases of these families averaged $2\frac{3}{4}$ of the 46-ounce cans each during the month.

Purchases of frozen concentrated orangeade totaled almost 95,000 gallons in December, while purchases of shelf-pack concentrated orangeade amounted to slightly more than 70,000 gallons. Prices paid averaged 16.8 cents and 15.5 cents per 6-ounce can, respectively.

Purchases of frozen concentrate for lemonade amounted to approximately 100,000 gallons during December, down from the preceding month when purchases totaled about 160,000 gallons (Table 2). Prices householders paid for frozen lemonade averaged 17.5 cents per 6-ounce can, nearly the same as in November. Families who bought frozen lemonade during December purchased an average of 3 cans each. About 2 percent of the families said they bought frozen lemonade during the month.

CANNED JUICES

Purchases of canned single-strength juice by householders during December 1953 equaled about 6,640,000 cases of No. 2 cans. This volume was almost unchanged from that of December a year ago (Table 1). Householders bought more of each canned single-strength juice except orange juice. Compared with a year ago, prices that consumers paid for citrus juices increased a little more than 2.5 cents per 46-ounce can. Prices paid for pineapple and prune juice increased slightly and tomato juice decreased about 1 cent per 46-ounce can.

Householders bought about 1,101,000 cases (equivalent No. 2 cans) of canned single-strength orange juice in December 1953, 15 percent less than a year ago (Fig. 6). They paid an average of 32 cents per 46-ounce can, nearly 3 cents more than in December 1952. Purchases were made by 11 in 100 families and the average quantity they bought--2 of the 46-ounce cans--was about one-half can less than a year earlier (Table 1).

Consumers bought a little more than 800,000 cases (equivalent No. 2 cans) of canned grapefruit juice during December, slightly more than in December a year earlier (Fig. 6). About the same number of families bought canned grapefruit juice during December as a year ago--8 families per 100--but average purchases per family were 5 percent greater. Prices paid averaged 27 cents per 46-ounce can, nearly 3 cents more than in December 1952.

Household purchases of 347,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice during December were up about 5 percent from December 1952 (Fig. 6). This increase was the result of larger purchases per buying family. Prices paid, averaging 29 cents per 46-ounce can, were up about 2.5 cents from December a year ago.

Purchases of canned and bottled lemon juice by householders were equal to about 47,000 cases of No. 2 cans during December, compared with 43,000 cases in December a year earlier (Table 1). This gain was made at the same time that purchases of fresh lemons and concentrates for lemonade rose almost a fourth compared with a year earlier. Householders paid almost 13 cents per 5½-ounce can for lemon juice during December, compared with 11 cents a year earlier.

Purchases by householders of about 1,760,000 cases (equivalent No. 2 cans) of tomato juice during December were moderately larger than purchases a year earlier (Table 1). Prices paid averaged about 27 cents per 46-ounce can, about a cent less than in December 1952.

Purchases of pineapple juice were equal to about 1,130,000 cases of No. 2 cans, almost the same as a year ago (Table 1). Pineapple juice was bought by almost 14 families per 100 during the month, the largest number of families buying any canned single-strength juice except tomato juice. Prices paid averaged 32 cents per 46-ounce can, 1.5 cents more than in December 1952.

FRESH CITRUS FRUIT

Householders bought about 3,700,000 boxes of fresh oranges during December, about the same as in this month a year earlier (Fig. 7). Purchases of almost 1,800,000 boxes of Florida oranges reported by householders were somewhat smaller than in December a year ago. Although as many families bought Florida oranges as a year earlier, purchases of buying families averaged 33 oranges during the month compared with 35 oranges in December 1952. Consumers paid an average of 33 cents a dozen for Florida oranges, about 4 cents more than in December 1952.

Household purchases of California-Arizona oranges were reported as almost 1,300,000 boxes during December, about an eighth more than in the same month last year (Fig. 7). More families bought California-Arizona oranges than in December 1952 and their purchases averaged almost 2 dozen oranges per buying family, up by a fourth of a dozen. Prices paid for California-Arizona oranges averaged 41 cents a dozen during December, almost 5 cents less than a year earlier.

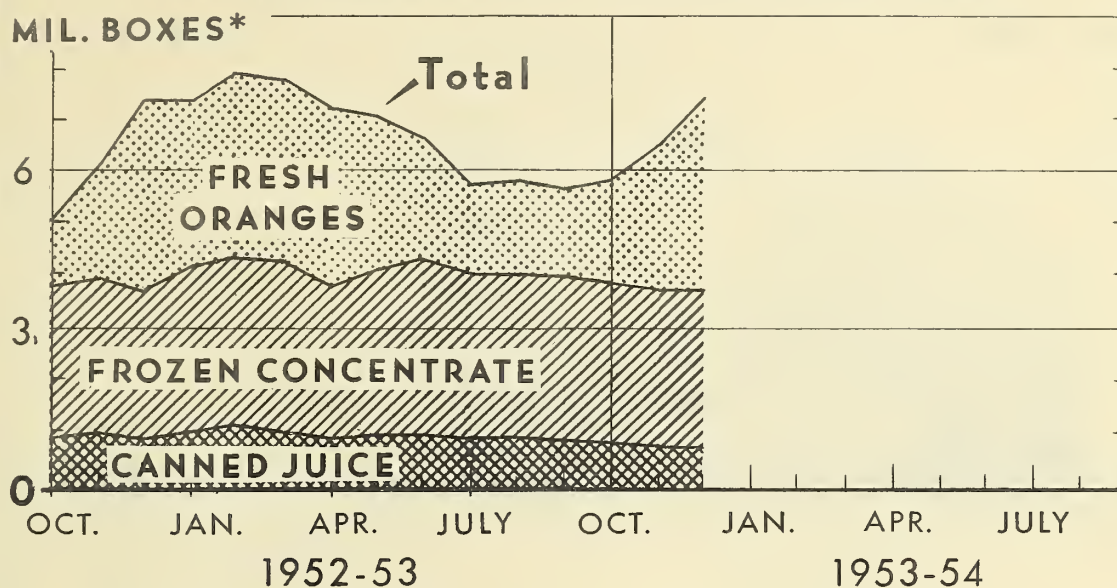
Householders reported buying almost 2,000,000 boxes of fresh grapefruit during December 1953, up more than a fifth from a year earlier (Fig. 8). They paid an average of 83 cents a dozen compared with 87 cents in December 1952. The gain in purchases of grapefruit was the result of an increase of almost one-fifth in the number of families buying, as well as an increase in the quantity purchased per buying family--15 percent larger than in December 1952.

Purchases of tangerines by householders totaled about 1,500,000 boxes in December (Table 3). This was the largest volume reported for any month in this series and exceeded the quantity bought in the previous record month--December 1952--by almost an eighth. Prices paid for tangerines averaged almost 37 cents a dozen during December, up 4 cents from December 1952.

Purchases of fresh lemons by consumers totaled about 235,000 boxes in December 1953, about a fourth more than in the same month last year (Fig. 9). Householders paid an average of 47 cents a dozen for lemons during the month, almost unchanged from December 1952. Fresh lemons were bought by about 1 in 5 families during the month, slightly more than in December a year ago.

On a fresh equivalent basis, household purchases of lemon juice, concentrate for lemonade, and fresh lemons exceeded those of December last year by a little more than a fifth (Fig. 3). Larger purchases of fresh lemons accounted for most of this increase, although purchases of lemon juice and concentrate for lemonade also were up.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

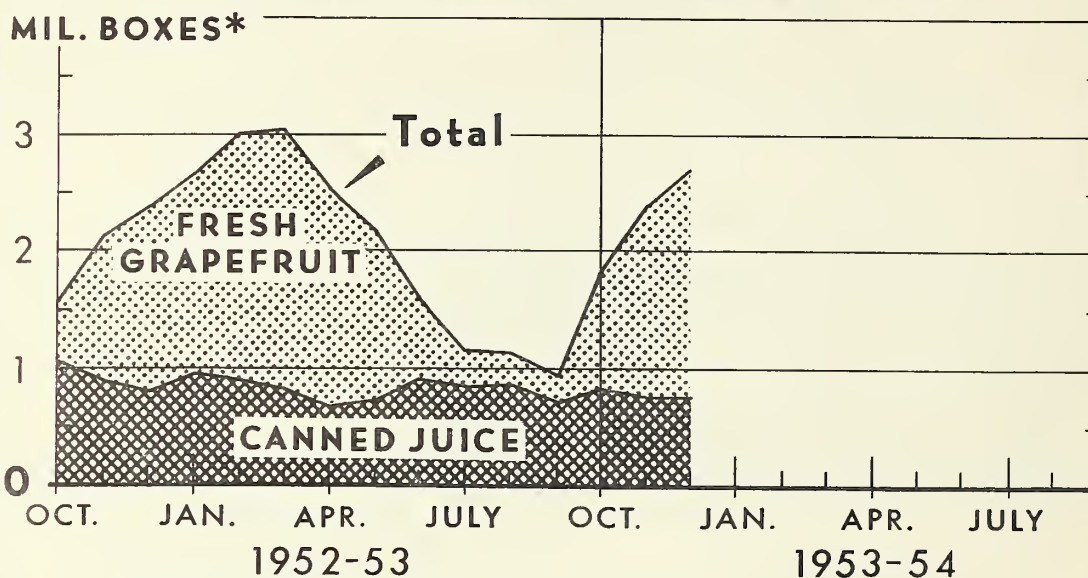
Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December	3,684	3,625	2,955	2,842	791	911	7,430	7,378
October-December ^{2/}		7,759		9,277		3,121		20,157
January		3,154		3,078		1,072		7,304
February		3,536		3,145		1,224		7,905
March		3,397		3,252		1,016		7,665
October-March ^{2/}		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June ^{2/}		27,769		29,650		9,994		67,413
July		3,622		3,144		934		7,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season ^{2/}								

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-53(11) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

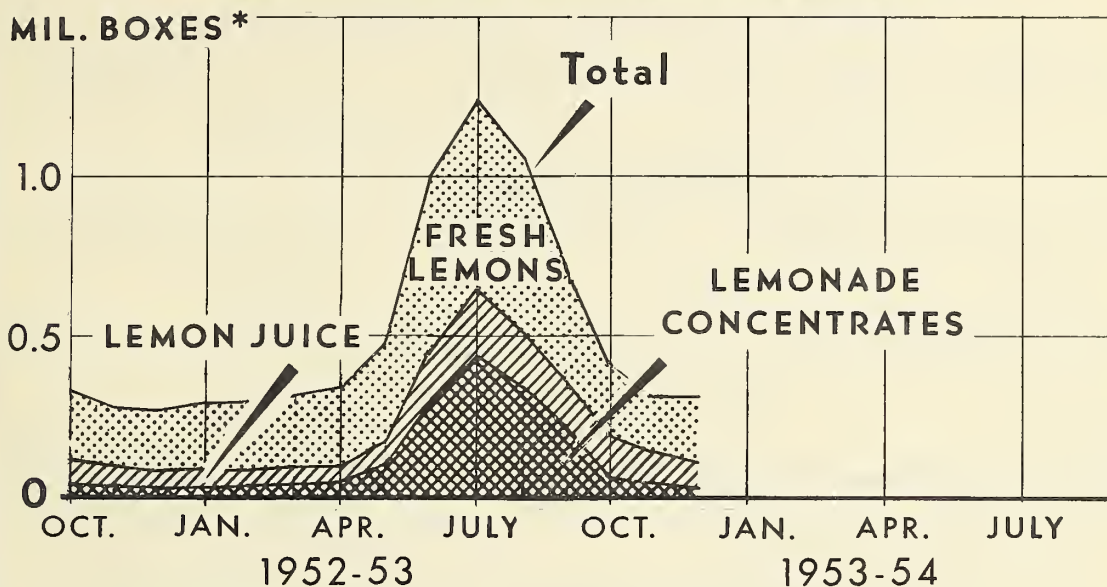
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December ^{2/}		3,738		2,952		6,690
January		1,703		975		2,678
February		2,093		913		3,006
March		2,216		835		3,051
October-March ^{2/}		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June ^{2/}		11,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season ^{2/}						

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December ^{3/}		634		191		88		95		920
January		210		57		20		24		291
February		218		47		23		27		292
March		229		57		29		33		319
October-March ^{3/}		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June ^{3/}		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season ^{3/}										

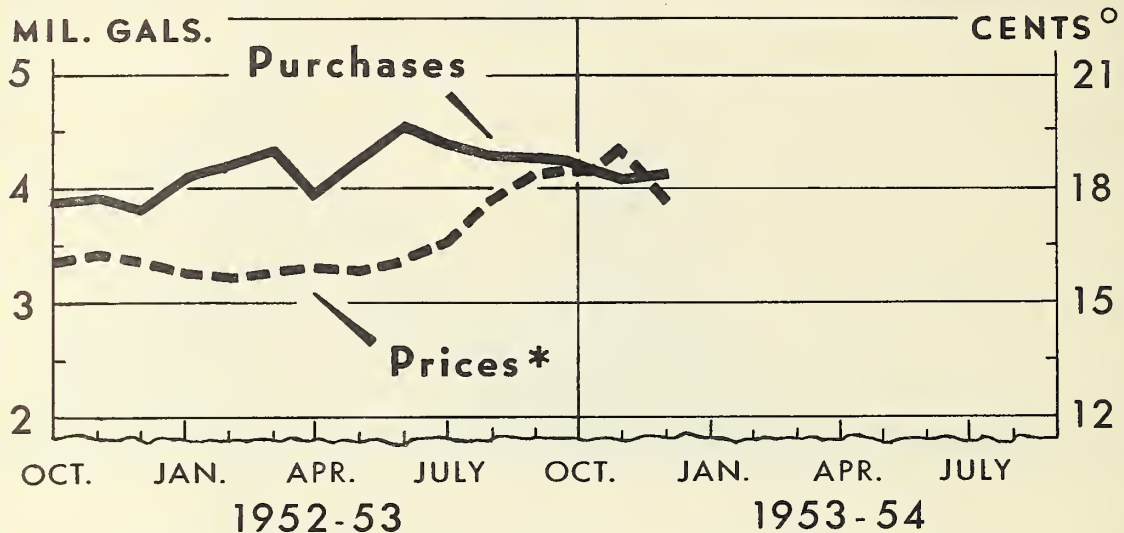
^{1/} Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 4

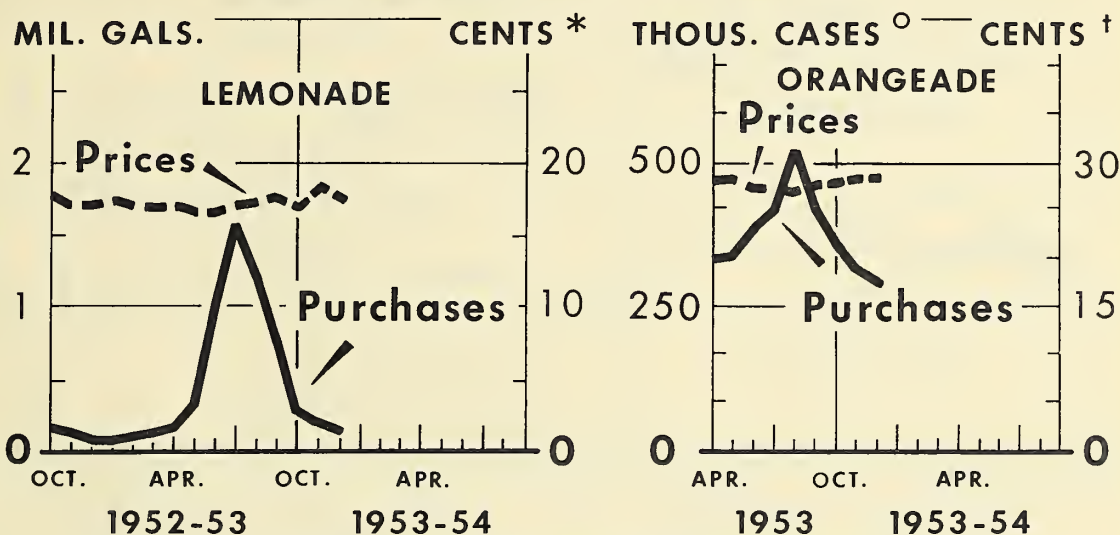
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/		12,519		
January		4,126		15.8
February		4,216		15.7
March		4,359		15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/		364				2/		
January		77		17.3		2/		2/
February		90		17.0		2/		2/
March		111		16.9		2/		2/
October-March 3/		662						
April		153		17.1				28.0
May		336		16.7		328		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

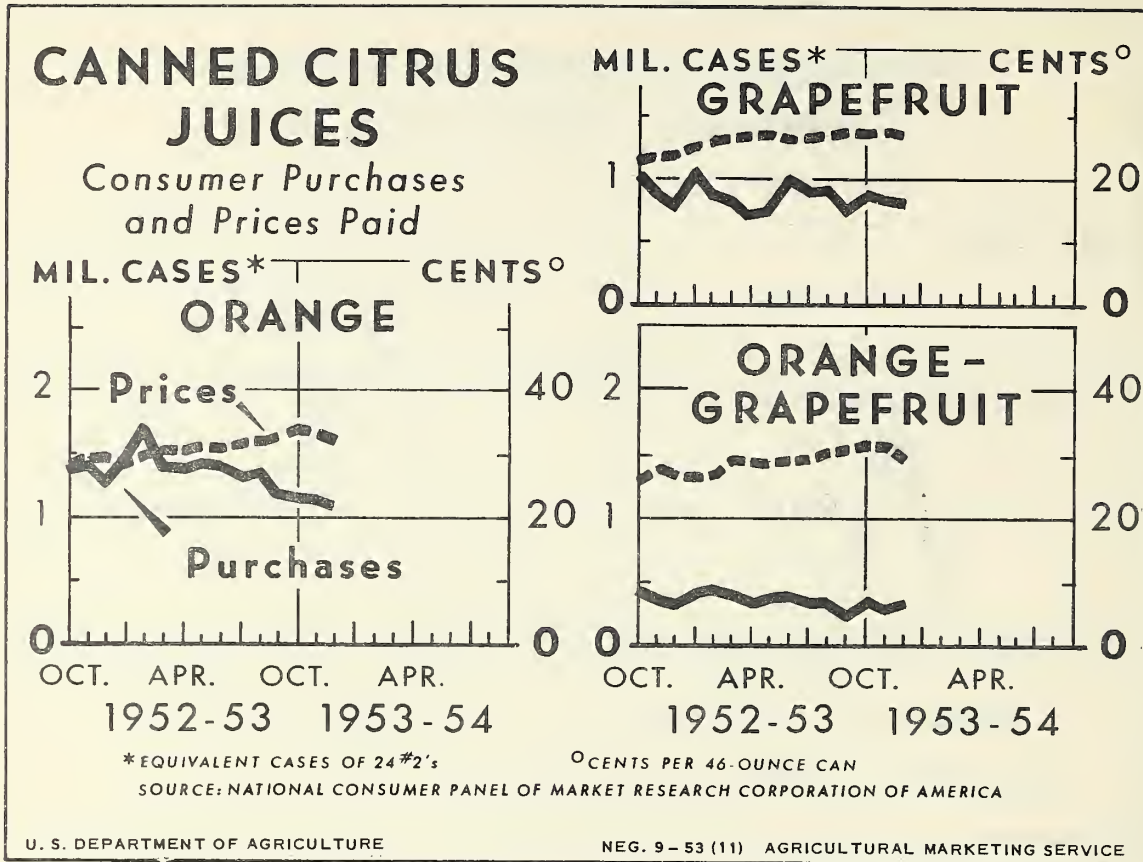


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/		4,362				2,883				1,263		
January		1,497		28.6		1,012		25.3		413		26.6
February		1,720		29.7		915		26.0		452		27.4
March		1,411		30.5		840		27.0		408		29.2
October-March 2/		9,414				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

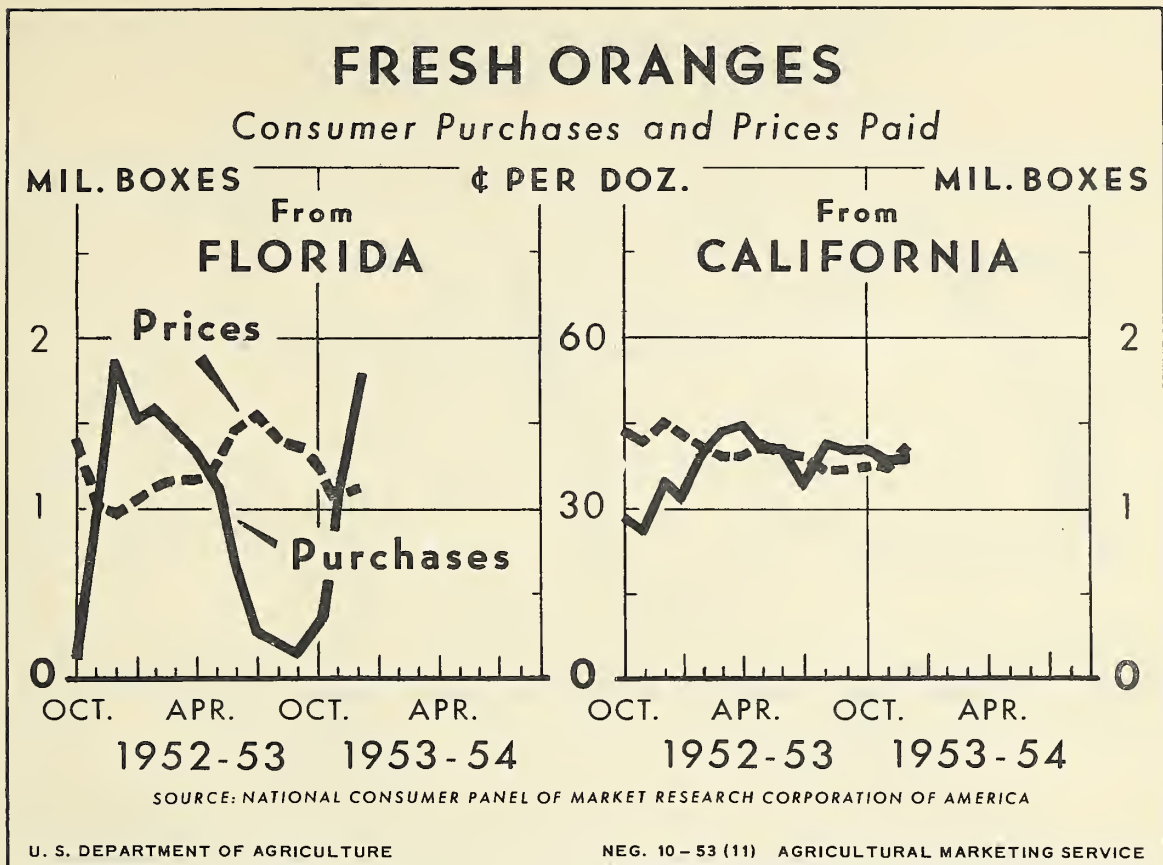


Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid,
October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November	1,134	947	31.9	30.3	1,284	866	36.9	41.7
December	1,787	1,870	33.2	29.3	1,285	1,147	41.0	45.8
October-December 1/		3,307				3,087		
January		1,520		31.8		1,072		43.2
February		1,600		34.1		1,305		40.7
March		1,474		35.6		1,444		39.3
October-March 1/		8,252				7,233		
April		1,347		35.6		1,494		38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

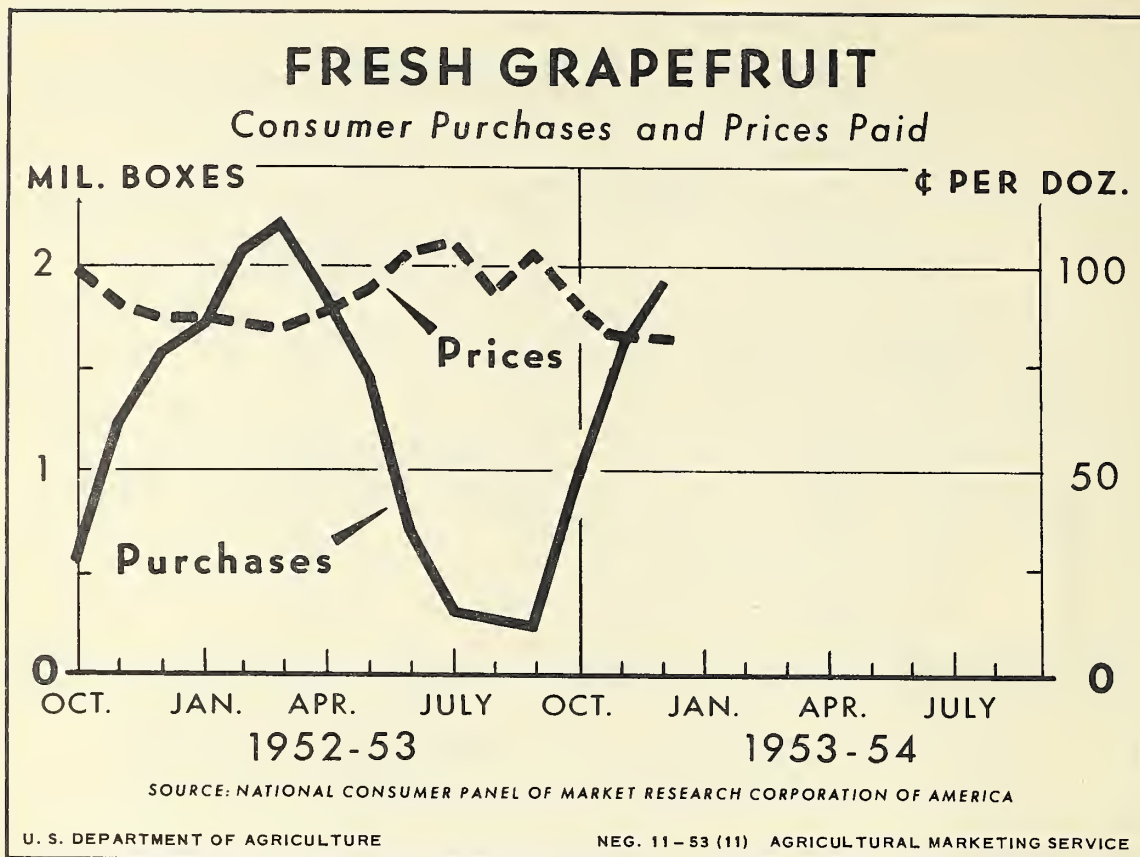


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December ^{1/}		3,738		
January		1,703		87.5
February		2,093		85.3
March		2,216		84.4
October-March ^{1/}		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,474		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

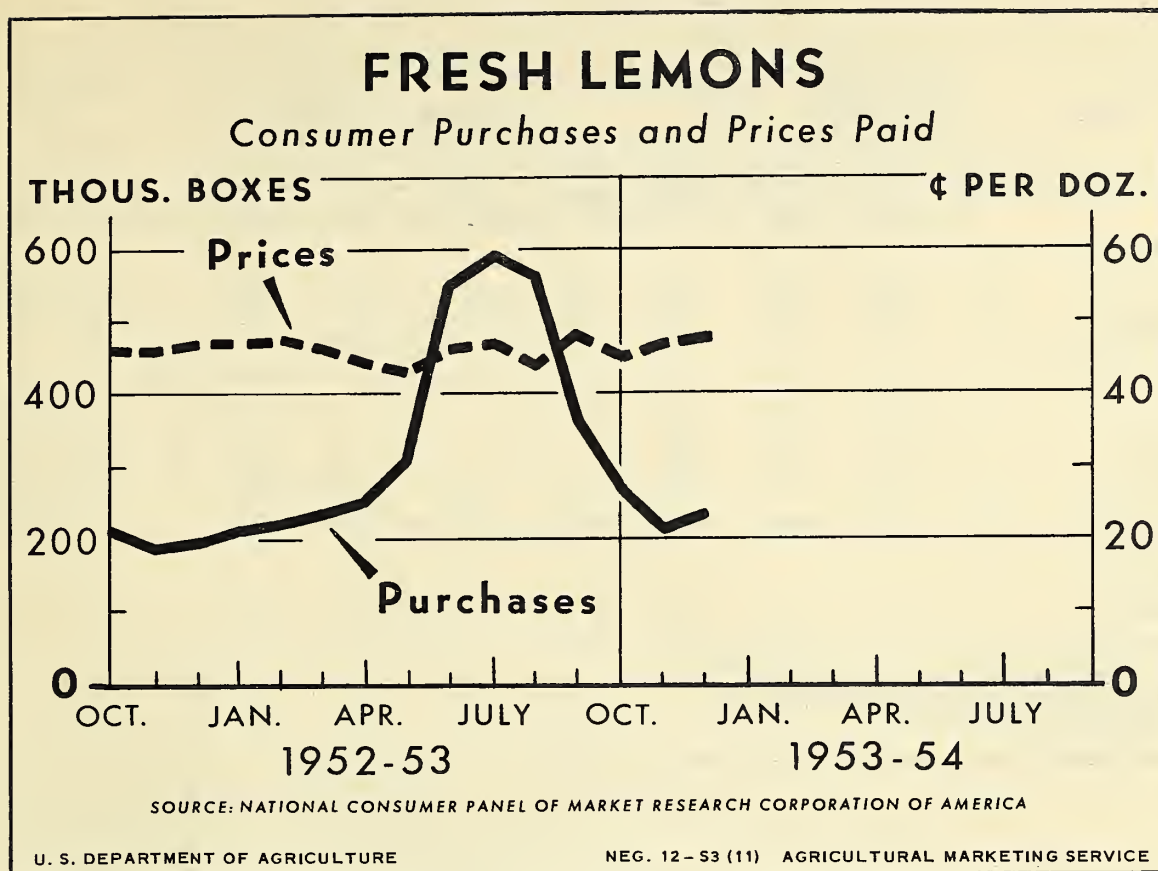


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	634			
January		210		46.3
February		218		47.2
March		229		45.9
October-March 1/	1,346			
April		242		43.8
May		307		42.7
June		548		45.6
October-June 1/	2,562			
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.-- Canned-single-strength juices and ades: U. S. total consumer purchases and average price, December 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.3	12.4	1,101	1,292	1.7	1.8	57.1	57.8	46	32.2	29.6
Grapefruit	8.3	8.2	804	797	1.6	1.6	62.4	59.2	46	26.9	24.2
Orange & gplt. blend	3.7	3.8	347	330	1.6	1.5	56.2	57.1	46	29.4	26.9
Lemon	2.7	2.5	47	43	1.2	1.3	14.1	12.8	5½	12.6	11.2
Grape	4.8	4.2	192	168	1.3	1.3	30.8	30.0	32	--	35.7
Pineapple	13.8	13.7	1,133	1,131	1.6	1.5	51.9	51.0	46	31.6	30.1
Prune	7.1	6.2	426	375	1.7	1.6	34.6	35.2	32	33.2	32.7
Tomato	20.1	18.6	1,759	1,622	1.7	1.7	52.0	50.1	46	26.7	28.0
Total 2/	50.4	48.4	6,640	6,525	2.7	2.7	48.8	48.5			
Canned ades											
Orangeade	2.7	3/	290	3/	1.6	3/	64.7	3/	46	28.3	3/

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 2.-- Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, December 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated Juices											
Orange	29.1	26.6	4,138	3,836	2.4	2.4	17.7	16.7	6	17.7	16.1
Grape	4.2	3.4	240	174	1.6	1.5	10.4	10.0	6	22.2	21.7
Other concentrates	1/	1/	215	82	1/	1/	13.4	9.4	6	17.7	19.0
Total 2/	31.1	27.9	4,593	4,224	2.6	2.6	16.9	16.0			
Ade bases											
Frozen											
Concentrate for Orangeade	1.4	1/	93	1/	1.4	1/	14.2	1/	6	16.8	1/
Lemonade	1.8	1.4	102	77	1.3	1.3	14.0	11.9	6	17.5	17.0
Shelf pack											
Orangeade	1.2	1/	71	1/	1.3	1/	14.2	1/	6	15.5	1/

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.— Fresh citrus fruit: U. S. total consumer purchases and average price, December 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	26.5	22.6	1,285	1,147	1.8	1.6	13.0	12.4	41.0	45.8
Florida	25.6	27.2	1,787	1,870	2.0	2.0	16.3	17.4	33.2	29.3
Unidentified	12.5	13.2	529	565	1.5	1.5	13.4	13.7	38.1	36.1
Total 1/	55.7	53.9	3,684	3,625	2.1	2.1	14.5	15.0	36.7	35.0
Grapefruit										
California-Arizona	3.7	3.3	195	159	1.5	1.4	5.7	5.6	74.5	75.1
Florida	19.2	15.8	1,165	908	1.9	1.9	5.2	4.7	81.8	88.7
Unidentified	11.4	9.9	462	430	1.5	1.5	4.4	4.6	87.3	87.3
Total 1/	32.5	27.6	1,936	1,588	2.0	1.9	5.1	4.7	82.5	87.3
Lemons	20.8	18.2	235	190	1.5	1.5	5.9	5.6	47.0	46.4
Tangerines	25.8	24.8	1,478	1,323	1.7	1.6	11.2	12.1	36.6	32.2
Total 2/	71.7	68.8	7,333	6,726	3.6	3.4	10.6	11.1	42.6	40.2

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

National Consumer Panel of Market Research Corporation of America.

